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INTELLECTUAL PROPERTY LAW

P.O. Box 366, 751 Kelly Street

Half Moon Bay, CA 94019

Phone 650-712-0340 Fax 650-712-0263

www.HMBay.com

MARK HAYNES  
ERNE BEFFEL  
WARREN WOLFELD  
JIM HANN

*Of Counsel:*  
\*BILL KENNEDY  
KENTA SUZUE  
PETER SU  
JOSEPH E. ROOT

\*admitted in MA only

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FAX NUMBER:	(571) 273-8300
TRANSMITTED TO:	Central Fax
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FROM:	Joseph E. Root
CLIENT/MATTER:	Application No. 10/613,768 (CLAR 1035-1)
DATE:	25 January 2007

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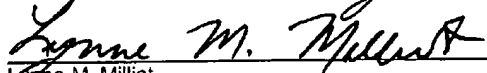
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Application No. 10/613,768

Atty Docket No. CLAR 1035-1

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Lynne M. Milliot

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

Eric McKinlay et al.

Application No. 10/613,768

Confirmation No. 7134

Filed: 03 July 2003

Title: **SYSTEM, METHOD AND COMPUTER  
PROGRAM PRODUCT FOR INITIATING  
A SOFTWARE DOWNLOAD**

Group Art Unit: 2192

Examiner: James D. Rutten

**CUSTOMER NO.: 61081**

**POWER OF ATTORNEY BY ASSIGNEE TO EXCLUSION OF INVENTOR  
UNDER 37 C.F.R. § 3.71 WITH REVOCATION OF PRIOR POWERS**

COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

The undersigned ASSIGNEE of the entire interest in the above-identified application for letters patent hereby appoints:

The attorneys and agents associated with **Customer No. 61081**

to prosecute this application and transact all business in the United States Patent and Trademark Office in connection therewith and hereby revokes all prior powers of attorney; said appointment to be to the exclusion of the inventors and the inventors' attorneys in accordance with the provisions of 37 C.F.R. §3.71.

JAN 25 2007

Application No. 10/613,768

Atty Docket No. CLAR 1035-1

The following evidentiary documents establish a chain of title from the original owner to the Assignee:

— a copy of an Assignment attached hereto, which Assignment has been (or is herewith) forwarded to the Patent and Trademark Office for recording; or

X the Assignment recorded on 12/08/2003 at Reel 014766, Frame(s) 0135.

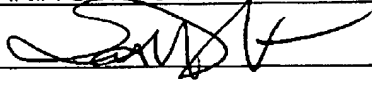
Pursuant to 37 C.F.R. § 3.73(b) the undersigned Assignee hereby states that evidentiary documents have been reviewed and hereby certifies that, to the best of Assignee's knowledge and belief, title is in the identified ASSIGNEE.

Direct all telephone calls to Joseph E. Root at (650) 712-0340.

Address all correspondence to:

**Customer Number 61081**

Joseph E. Root  
HAYNES BEFFEL & WOLFELD LLP  
P.O. Box 366  
Half Moon Bay, CA 94019  
Telephone: (650) 712-0340  
Facsimile: (650) 712-0263

Date: 01-24-2007 ASSIGNEE: CLARIA CORPORATION  
Signature:   
Name: Scott VanDeVelde  
Title: President & Chief Executive Officer